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THE INFLUENCES OF SERVICE QUALITY AND HOSPITAL IMAGE ON PATIENT LOYALTY

Case Study: Maternity Hospital in Bukittinggi

SKRIPSI



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ECONOMIC FACULTY
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2013**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I was so far from You, yet to me You were always so close, I wandered lost in the dark, I closed my eyes toward the signs, You put in my way, I walked everyday futher and further away from You Allah, You brought me home, I thank You with every breath I take.

I never thought about all the things You have given to me, I never thanked You once, I was too proud to see the truth and prostrate to You until I took the first step and that's when You opened the doors for me.

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Now Allah, I realized what I was get by being close to You.

Alhamdulillah... All praises to Allah...

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THE INFLUENCES OF SERVICE QUALITY AND HOSPITAL IMAGE ON PATIENT LOYALTY.

CASE STUDY ON MATERNITY HOSPITAL IN BUKITTINGGI

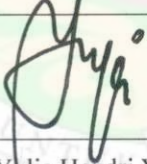
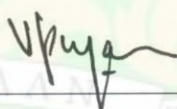

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Abstract

This research investigates the influences of service quality and hospital image on patient loyalty of maternity hospital in Bukittinggi. The data obtained through questionnaire. The samples were drawn from 102 patients that using service of maternity hospital in Bukittinggi. The data analyzed by using SPSS 20.0 and Smart PLS. In this research there are three variable, those are independent variable which are service quality and hospital image. The dependent variable which are patient loyalty. The findings indicated that service quality has significant influence on hospital image, service quality has significant influence on patient loyalty, and hospital image also has significant influence on patient loyalty.

Keywords: *Service Quality, Hospital Image, and Patient Loyalty*

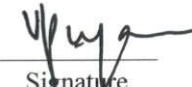
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Alumni No. at Faculty:	Name :	Signature :

PREFACE



In the name of Allah SWT the Most Merciful, the Most Gracious....

Alhamdulillahirrabbi'l'aalamiin, all praises to Allah SWT for giving researcher chance guideline, knowledge, abilities, and eagerness to finish this thesis with the title "The Influences of Service Quality and Hospital Image on Patient Loyalty of Maternity Hospital in Bukittinggi

This thesis was conducted in order to fulfill one of requirement for an Undergraduate Degree in Management Department – Economics Faculty of Andalas University for getting a Bachelor degree. This thesis has been prepared as well as capability of researcher.

The researcher clearly realizes that this thesis cannot be finished without supported and helped from such parties who cannot be mentioned all. On this moment, I would like to express the gratitude to those who have supported, facilitated and encouraged me in life, especially in academics.

Researcher understands that this thesis still needs improvement due to few limitations. I therefore, it would gladly welcome suggestions and critics to improve its quality. Researcher hopes that this thesis will make valuable contribution to academicians, students and readers in general. Amin.

Padang, January 2013

Writer

Aulia Rahmi Ningsih

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Alhamdulillah, praise is to Allah SWT who has given the writer strength and chance to finish this thesis with the title "The Influences of Service Quality and Hospital Image on Patient Loyalty of Maternity Hospital in Bukittinggi.

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CHAPTER 1

INTRODUCTION

1.1 Background of Research

The level of competition on business in Indonesia is very tight because every company always trying to increase market share and reach new customers. Companies must be able to determine appropriate marketing strategy in order to attempt to survive and win the competition, so the goal of the company is achieved. Basically, the more competitors, the more the options for consumers to choose products that are in accordance with expectations.

The intense competition causing the company more difficult to increase the number of consumers. The number of players in the market with all sorts of advantages to offer products made the company more difficult to grab market competition. The intense competition will indirectly affect a company to maintain market share, companies must work hard to maintain the loyalty of its customers

Because of that, efforts to maintain customer loyalty is an important thing that should always be done by the company. Maintaining all an existing customer will generally be more profitable than customer turnover because the cost of attracting new customers can be five times more than the cost of retaining an existing customer. (Kotler and Keller, 2008)

There are benefits to be obtained by the company if it has a loyal customer (Griffin in Ayu, 2012), such as:

1. Reduced marketing costs (the cost of customer takeover of is higher than the cost of retaining customers)
2. Transaction costs will be lower, such as contract negotiations and order processing
3. Reduced customer turnover costs (fewer lost customers to be replaced)
4. The success of cross-selling to increase, leading to greater customer share
5. The preaching of the word of mouth becomes more positive with the assumption that loyal customers are also satisfied
6. The cost of failure is lowered (reducing rework, warranty claims, etc.)

Loyalty does not appear as such, in terms of management strategy is needed in order to acquire customers. Companies must be able to know what the needs and expectations of consumers today and future.

Consumers as individuals in obtaining or purchasing goods or services have gone through the processes or stages, such as information received either through advertisements or references from others (word of mouth) and then compare one product with another product until finally consume and experience the consumer will buy the goods or services of the same (loyal). The way to achieve a competitive advantage in retaining customer loyalty is to improve service quality and establish a good brand image in the eyes of consumers.

Basically the quality of the product describes the extent to which the ability of a product to display the ability or perform its functions. Consumers will be satisfied if they purchase the product or service able to provide what is

expected. If consumers are satisfied with the products or services on the consumer, it tends to arise a desire to make a purchase regularly or continuous. The desire to make a repeat purchase is the most decisive attitude of consumers in order to create a loyalty to the product.

Hospital as one of the medical services required to improve quality in all sectors, including the services expected by the patient starting from the arrival of the patient to the hospital until the time the patient leaves the hospital (Daphne, 1997). Effort to create and maintain a customer should be a greater priority for the company. The right strategy to attract customers should be drafted carefully, so that customers want to buy products or services produced by the company. More than that, with all the tricks companies should also keep trying so that customers can become loyal.

Quality of service means how much the difference between reality and performance to customer expectations for the services they receive (Zeithaml, et al 1994). Or it can also be said as a result of the perception of the comparison between customers' expectations with actual service performance (Oliver, 1980). From the second the opinion above it can be seen that there are two key elements in the quality of service are services that are expected service and the perceived service.

In choosing a product, which is considered by consumers than quality, which is the image. Companies should create a strong brand, so that consumers can distinguish between products company with a competitor. This is because the first thing seen by prospective customers to make a choice is the brand of a product or service.

Improved quality of service will be expected also to improve the image of a brand, because according to Selnes (1993) images can be enhanced when consumers get the high quality service and will decrease when consumers are getting low quality. The reputation of a brand is defined on a perception of quality associated with the brand. A brand will be able to also influence the purchase of a product, for the purchase of products not only affected the service itself, but also the image of influence factors.

For service companies like maternity hospitals, the quality of service provided has a very important role, especially for those consumers who have a high socio-economic status. Because, if this group of consumers who do not receive satisfy service from the hospital, such as: the treatment of a medical error that resulted in the death or disability of consumer life, or there is malpractice, and so on, they are not half-hearted to report to the appropriate authorities. Given the group, has a high buying power, so it is more selective and sensitive to the service. If this happens, then the hospital will suffer very large losses, such as the image of being bad, consumers are not willing to make repeat purchases, consumers switch another hospital and so on.

Improved the good quality of service not only from the maternity hospital, but also from the perspective of the patient. The maternity hospital should also know the wants and needs of patients, and therefore the quality of service provided must be properly addressed. By increasing quality of service, it is expected also to increase patient loyalty will be created. High loyalty will cause to changes in market share and profit for service providers and create the good image for the hospital.

In the background of the problem, the researcher trying to do research with the title ***“The Influence of Service Quality and Hospital Image on Patient Loyalty of Maternity Hospital in Bukittinggi”***

1.2 Problem Statements

Based on the above explanation, the problem statement is :

1. Is there any significant influence of service quality on patient loyalty in maternity hospital?
2. Is there any significant influence of service quality on hospital brand image in maternity hospital?
3. Is there any significant influence of hospital brand image on patient loyalty in maternity hospital?

1.3 Objective of the research

The objective of the research that want researcher to achieve is:

1. To identify factor that influence patient loyalty in maternity hospital
2. To identify influence of service quality on patient loyalty in maternity hospital
3. To identify influence of service quality on hospital image in maternity hospital
4. To identify influence of hospital image on patient loyalty in maternity hospital

1.4 Contribution of research

1. For Company

The results of this research will be the subject of evaluation position of hospitals are currently compared to competitors and end users that will be a material consideration and input in improving the quality of health services. Because of the company's services, the service will be very determine in obtaining profitability are as expected.

2. For University

As an input for the college in the future to provide examples of applications of marketing theories particularly regarding service quality, hospital image, and loyalty

1.5 Scope of Research

To avoid the extent of the discussion, the authors limit the problem:

1. The problems discussed only about service quality, image hospital, and patient loyalty
2. The samples in this study were 102 people at the maternity hospital service users in Bukittinggi

1.6 Outline of Research

The discussion of the study will be divided into 5 chapters with the following systematics:

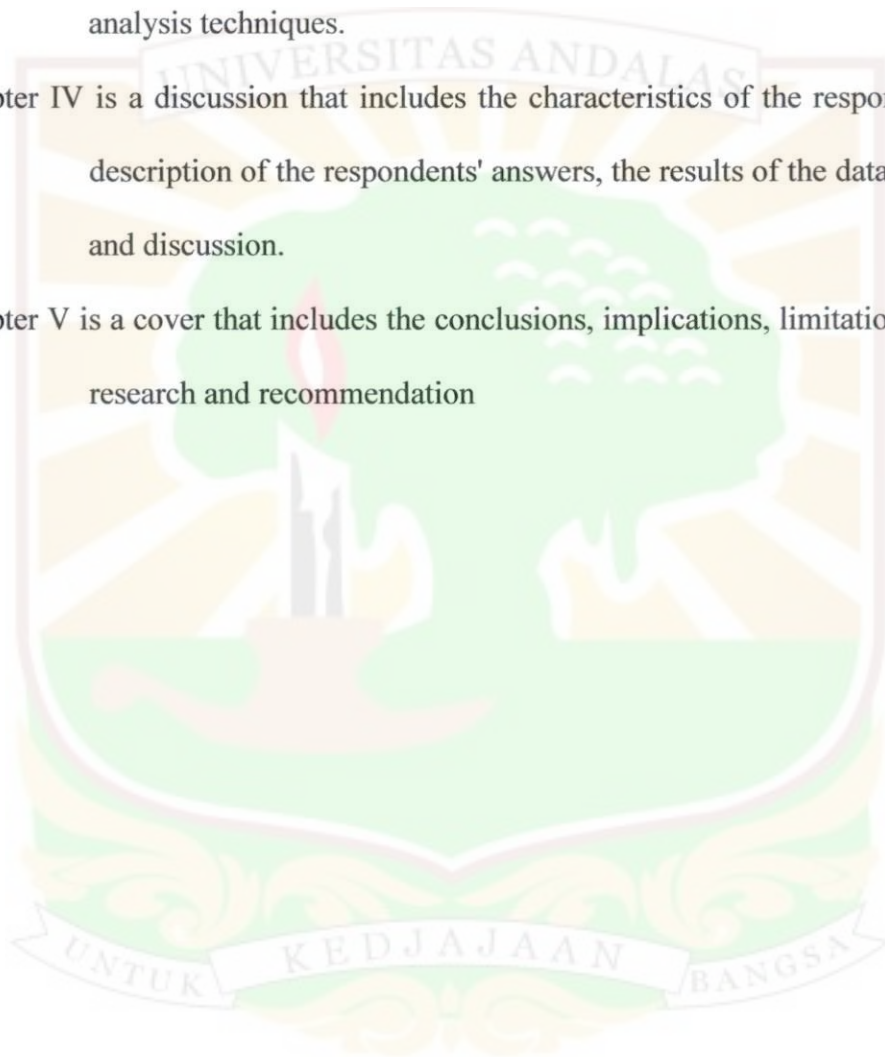
Chapter I is introduction that consists of background of the problem, formulation of the problem, purpose of the research, the benefits of the research, the scope of discussion and writing systematic.

Chapter II is a theoretical basis that the theory relevant to the research to be conducted.

Chapter III is research method that contains a discussion of the research design, population and sample, research variables, operational definitions of variables, data types used, techniques of data collection and data analysis techniques.

Chapter IV is a discussion that includes the characteristics of the respondents, a description of the respondents' answers, the results of the data analysis and discussion.

Chapter V is a cover that includes the conclusions, implications, limitations of the research and recommendation



CHAPTER II

LITERATURE REVIEW

2.1 Service Quality

Conditions of competition between companies, advances in technology, economic conditions, and historical societies to encourage the development of service quality. Many companies offer goods or services to fulfil the needs and consumer wants of the same. It differentiates companies from one another is the quality of service that it provides.

Parasuraman (1985) defined service quality as “the global evaluation or attitude of overall excellence of service”. So service quality is the difference between customers expectation and perception of services delivered by service firms.

Nitecki (2000) defined service quality in terms of meeting or exceeding customer expectations, or as the difference between customer perceptions and expectations of service.

Service quality which can be viewed as one of the important factors in business management has been extensively discussed and emphasized within both the academic and commercial fields (Wu, 2011)

Services can be considered as an action and treatment or how to serving to others in fulfil what their needs and wants. The level of customer satisfaction of a service can be measured by comparing the consumer's expectations of the quality of service expected by the fact that acceptance or felt.

Service quality which can be viewed as one of the important factors in business management has been extensively discussed and emphasized within both the academic and commercial fields (Wu, 2011). The definition of service quality is the customer's overall impression or assessment concerning the relative inferiority or superiority of the organization and its services (Zeithaml 1988). It can be measured by the comparison of customers' expectations with customers' perceptions of actual service performance (Parasuraman et al., 1985).

Customers form expectations prior to their encounter with the services. They develop perceptions during the process of service delivery, and then they compare their perceptions to their expectations in evaluating the outcome of the service encounter. Specifically, service quality means that the service delivery should fulfill customers requirements and expectations (Tan et al., 2010). According to aforementioned perspectives, service quality can be viewed as a measurement of how well the service level delivered conforms to customers' expectations.

In terms of health care, service quality can be defined as a gap between patients' expectations and perceptions (Woodside et al., 1989). Expectations are treated as what the patients think should be offered in the medical services, and perceptions can be considered as the evaluation of patients regarding specific medical service attributes relative to their expectations. Operationally, the service quality of hospital depends upon the balance of perceptions and expectations of patients. Moreover proposed that service quality satisfies the needs of patients, and patients evaluate a hospital's service quality from its service output, service process, and physical environment.

There are several marketing experts, such as Parasuraman et al., (1985) has conducted a special research of several types of services and have identified ten dimensions that determine the quality of services. The ten dimensions are tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding or knowing the customer and access.

In subsequent developments, namely in 1988, Parasuraman and his friend found that there are ten dimensions can be summarized into five basic dimensions, as follows:

Parasuraman et al. (1988) identified five dimensions of service quality that link specific service characteristics to consumers expectations :

1. *Reliability*, The ability to provide services in accordance with the promises offered.
2. *Responsiveness*, response of employees to help customers and provide quick service and responsive, include: alertness of employees in customer service, speed of employees in handling transactions, and handling complaints / patient.
3. *Assurance*, include the ability of employees to: knowledge of the product in a timely, quality hospitality, attention and politeness in providing services, skills in providing information, the ability to provide security in the use of services offered, and the ability to instil customer confidence in the company.

4. *Empathy*, the individualized attention given to customers as ease to contact the company, the employee's ability to communicate with customers, and the company's efforts to understand the wants and needs of its customers
5. *Tangibles*, include the performance physical facilities such as buildings and front office space, availability of parking, cleanliness, tidiness and comfort of the room, completeness communications equipment, and employee performance.

Quality and service is a means to achieve satisfaction. The overall goal of the company is to produce satisfied customers and will continue to be loyal to do business with the company.

Some of above definition, service quality is a necessity for a company to provide high quality and good service to achieve the goal of customer satisfaction and loyal based on her perception of the speed of the service provided, ease of service and availability of products or services, so that the quality of service can be affected by the speed of service, ease of service and availability of product support. If the assumption against that meet customer expectations, so the quality of service is considered good. So that by increasing the quality of service is getting better, so customer satisfaction repeat purchases can be achieved and will be more frequent.

2.2 Hospital Image

The brand is a valuable intangible asset, which is difficult to imitate, and which is helpful to achieve sustained superior performance (Roberts and Dowling, 2002). Brand image is a composite of perceived quality and esteem dimensions (Yagci et al., 2009). In other words, brand image is a perception of a

brand held in customer memory and reflecting a customer's overall impression. A positive brand image can be considered as a crucial ability of a corporation to hold its market position. In the health care context, Kotler and Clarke (1987) suggested that hospital brand image is the sum of beliefs, ideas, and impressions that a patient holds toward a hospital. A brand image of a hospital is not absolute, it is relative to brand images of competing hospitals. The patients often form a brand image of a hospital from their own medical examination and treatment experiences (Kim et al., 2008). Furthermore, hospital brand image possesses a strategic function. Through strategic marketing activities, the brand image of a hospital can be used to help it improve its competitive position (Javalgi et al., 1992). Thus, a favourable hospital brand image helps strengthen the intentions patients have for selecting a hospital.

Image is an award earned by the company because of the advantages that exist in the enterprise, such as the capabilities of the company, so the company will continue can develop to continue to create new things again to fulfil the need of consumers (Herbig and Milewicz, 1993).

Companies can build variety of images, such as image quality, image marketing, product innovation images, and so on. A company image will decrease when failed to fulfil what the market required (Herbig and Milewicz, 1993)

Corporate image is the view or perception of the company by people both inside and outside the company. Weiss, Anderson and Mac Innis (1999) stated that corporate image is the public view of a company that assessed good or not that is seen globally over things like openness, and other qualities that

can be regarded as the views over the steps the company. The image is an intangible asset or goodwill companies that have a positive effect on the market valuation of the company. The company has a good image capable of causing the trust, confidence and support than the company that has a bad image (Dowling, 2004).

Andreassen (1998) in his research on consumer orientation suggests that images is an important factor that interacts with customer satisfaction and loyalty. While Selnes (1993) states that the images is expected to be an important factor of loyalty.

Direct experience has a strong influence on images (Selnes, 1993). The perception of quality associated with the brand will be stronger when consumers feel the quality is high and will decrease if consumers experience a low quality. Products or services of low quality will give negative affect a brand.

Consumers who acquire experience that meets expectations and be satisfied with the service received will have a positive attitude towards a product. Consumer attitudes will show the process of buying in the future by doing repeated consumption or sharing with others.

2.3 Patient Loyalty

Loyalty is deeply held commitment to rebuy a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior (Suki, 2011). True loyalty may generate word-of mouth communication which can attract new patients and produce potentially positive cognitive and affective attitudes toward the hospital service provider (Suki, 2011).

The existence of a strong relationship between employee satisfaction and patient perceptions of the quality of services delivered, measured by the interest to go back and recommend the hospital to others. Worker dissatisfaction can negatively affect the quality of service and cause the opposite effect on patient loyalty which ultimately have an impact on profit hospitals.

Employee satisfaction will encourage employee loyalty to the organization. Furthermore, employee loyalty will lead to increase productivity. Employee productivity, encouraging the creation of an external service value, and then determines the external customer satisfaction. Customer satisfaction is one of the determinants of customer loyalty. To retain customer loyalty it is necessary to pay attention to elements such as availability, conventions, dependence, personality, customer value, quality, reputation, security, speed.

According to Westbrook, (1987) an emotional experience and satisfaction underlying attitude that is high enough against offer someone, then in addition to the buyer repeated will also give a compliment. Refer the matter of

good emotional experience and a consumer perception. Good perception can increase the loyalty that has an indicator on repeat purchases.

As identified by the researchers that customer loyalty as a construct is comprised of both customers attitudes and behaviors. Customer attitudinal component represents notions like: repurchase intention or purchasing additional products or service from the same company, willingness of recommending the company to others, demonstration of such commitment to the company by exhibiting a resistance to switching to another competitor and willingness to pay a price premium (Parasuraman, 1996).

On the other hand, the behavioral aspect of customer loyalty represent actual repeat purchase of product or service that includes purchasing more and different products or service from the same company, recommending the company to others, and reflecting a long-term choice probability for the brand. It can be concluded that customer loyalty expresses an intended behavior related to the product or service or to the company. Pearson (1996) has defined customer loyalty as the mind set of the customers who hold favorable attitudes toward a company, commit to repurchase the company's product or service, and recommend the product or service to others.

From the description above definition by some authors can conclude that the most important thing of loyalty is related to trust, willingness to act without immediately taking into account the costs and benefits that will be acquired based on the commitment, and the proportion of repeat purchases, the purchase of repeated doing it. So that customer loyalty will be influenced by the existence of high commitment, trust and repeat purchase.

2.4 Review of Previous Studies and Hypothesis Development

	Author and years	Title of research	Technique analysis	Variables	Result of research	Simmilarity	Dissimilarity
1.	<i>Faizan Mohsan, Muhammad Musarrat Nawaz, M, Sarfraz Khan, Zeeshan Shaukat, Numan Aslam (2011)</i>	<i>Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan</i>	<i>analysed using the Microsoft Excel and SPSS 16</i>	<i>- Dependen variable : Customer Satisfaction - Independent Variable : Customer Loyalty and Intentions to Switch</i>	<i>The results of the study revealed that customer satisfaction was positively correlated with customer loyalty and negatively correlated with customer intentions to switch</i>	<i>This research uses customer loyalty as variable</i>	<i>This author uses customer loyalty as independent variable This research use SPSS in technical analysis</i>

No	Author and years	Title of research	Technique analysis	Variables	Result of research	Simmilarity	Dissimilarity
2	Chao- Chan Wu (2011)	The impact of hospital brand image on service quality, patient satisfaction and loyalty	Analysed using Amos Program	Dependent Variable: brand image Independent variable: - service quality - patient satisfaction - loyalty	positive hospital brand image not only increases patient loyalty directly, but it also improves patient satisfaction through the enhancing of perceived service quality, which in	1. This research using the service quality as independ ent variable 2. The responde nts of sample's author are patient	1. This research using hospital brand image as dependen t variable 2. This research using Amos tu analyze data

					turn increases the re-visit intention of patients.		
--	--	--	--	--	--	--	--

No	Author and years	Title of research	Technique analysis	Variables	Result of research	Simmilarity	Dissimilarity
3.	Mohammad ad Muzahid Akbar and Noorjahan Parvez (2009)	Impact of Service Quality, Trust, and Customer Satisfaction on Customers Loyalty	structural equation modeling (SEM) Amos 5.0 has been used to perform these analyses	- Dependent Variable : Customer Loyalty - Independent Variable Service Quality, Trust, Customer Satisfaction	The results of the study indicate that trust and customer satisfaction are significantly and positively related to customer loyalty	This research using customer loyalty as dependent variable and using service quality as independent variable	1. This research using Amos 5.0 to technical analysis 2. This research using trust and customer satisfaction as variable

2.4.1 Service Quality and Patient Loyalty

Joseph and Steven (1992) in the journal *Measuring Service Quality: A Re-examination and Extension*, which was conducted in the banking industry, pest control, cleaning jobs, fast food. The study was to measure the quality of service and the relationship between service quality, customer satisfaction and intensity of purchase. The results showed that besides the quality of services significantly influence customer satisfaction, customer satisfaction significantly influence loyalty, it turns out, the quality of service also directly affects of loyalty.

Other research was also conducted by Mardeen et al, 1996 have been examined for 700 patients and 200 members of staff nurse in 1000 treatment room at the hospital level three Midwest, to uncovering the relationship between employee satisfaction and patient loyalty. Where the results of this study showed a strong relationship between nurse satisfaction and interest of the patient to a treatment in the future or recommending to another hospital. Basic summaries showed a strong correlation of quality service hospitals and describe moderate correlation the behaviour to return and recommend to others. This shows that if the nurses were satisfied in their work, then they will provide a better service to patients, who eventually patients will feel satisfied and will result patient loyalty.

H1 : Service Quality has significant influence to Patient Loyalty

2.4.2 Service Quality and Hospital Image

Brand image was viewed as an important factor in the service evaluation (Wu, 2011). There is ample evidence that image significantly affects customers' evaluative judgments such as perceptions of quality (Darden and Schwinghammer, 1985; Andreassen and Lindestad, 1998). Moreover, Bloemer et al. (1998) investigated the image related issues in banks and pointed out that a positive brand image of a bank significantly improves perceived service quality. That is, brand image is a critical determinant of service quality. Translated to the health care context, it is likely that a favourable hospital brand image increases service quality perceived by a patient.

H2 : Service Quality has significant influence to Hospital Image

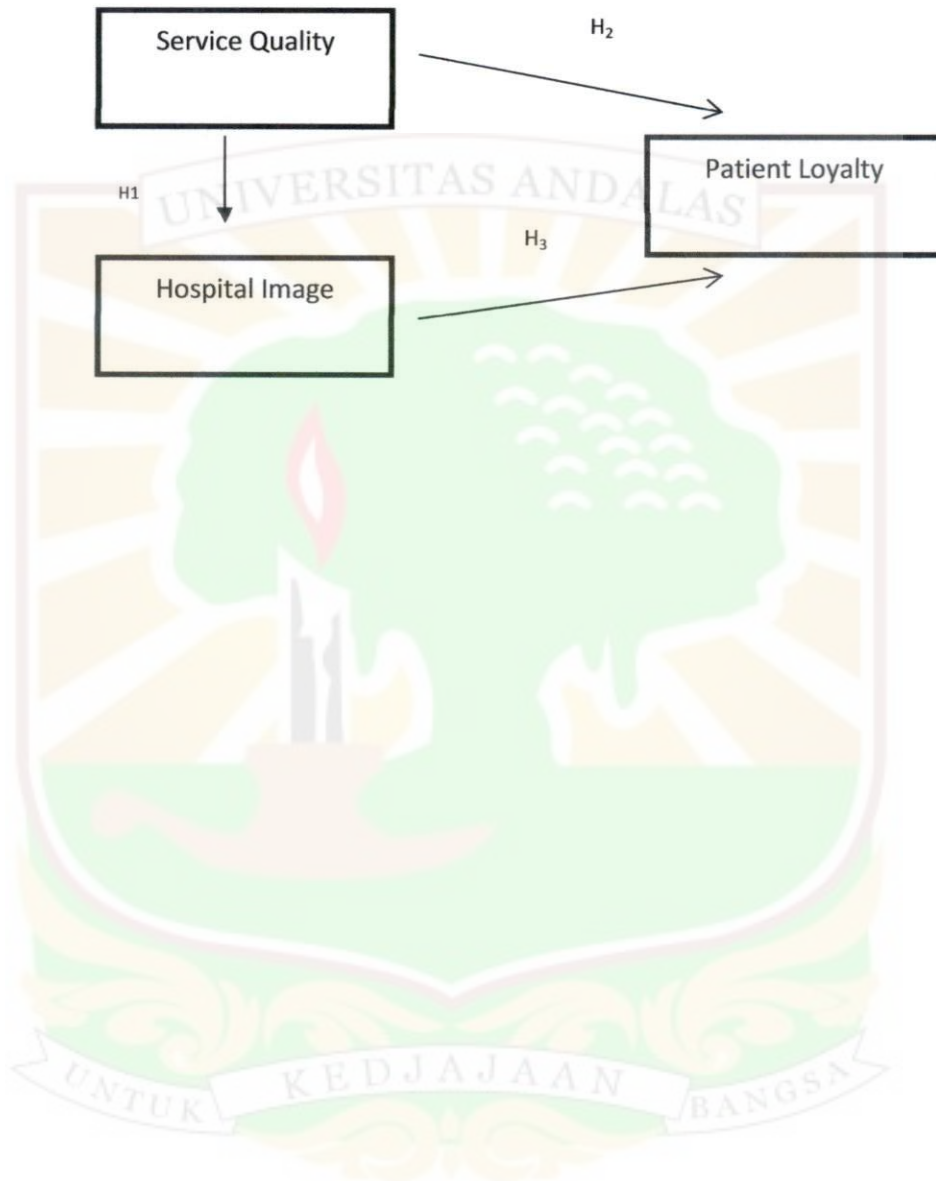
2.4.3 Hospital Image and Patient Loyalty

Kim and Lee (2010) relationship in the journal Between Corporate Image and Customer Loyalty in Mobile Communications Service Markets. This research examines the relationships among corporate image, brand awareness, service price, service quality, customer support services, and customer loyalty, and investigates the key drivers that establish and maintain customer loyalty to mobile telecommunications service providers. Four hundred and sixty-nine samples, which were collected from participants in a web-based survey in Korea, were analyzed using multiple regression analysis techniques. The results of the study show that corporate image, brand awareness, service price, and service quality are strong antecedents for establishing customer loyalty in mobile communications service markets.

H3 : Hospital Image has significant influence to Patient Loyalty

2.5 Theoretical Framework

Based on the review of literature the research hypothesis will be described in a conceptual model



CHAPTER III

RESEARCH METHOD

3.1 Research Approach

This research is going to use quantitative research approach. (Sekaran, 2003) defines quantitative research design had been selected in order to find out the appropriate answers to the research question and to test the hypothesis. This research approach will complete and support the achievement of this research. Quantitative approach is use to find out all hypothesis, the significant relationship between service quality and hospital image, and the significant influence of service quality and hospital image to patient loyalty of maternity hospital in Bukittinggi.

3.2 Population and Sampling

3.2.1 Population

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003). Population of the research is the all of patient that using maternity hospital in Bukittinggi.

3.2.2 Sample

A sample is a subset of the population that comprises some members selected from the population. In other statement, some elements of the population would from sample (sekaran, 2003). Determination of the number of samples used in the research should be with some consideration. According Rosce in Sekaran (2006) says that the right sample size to use is more than 30 and less

than 500 samples or about 10 or more of the variables. According to Hair et al (1995) in Utami (2009), in a research using SEM techniques require that the sample be representative for use is 5-10 times the number of indicators or a minimum of 100 respondents or samples. The number of indicators in this research is 17, so $17 \times 6 = 102$. The sample size in this research was 102 people as service users maternity hospital in Bukittinggi. To conduct spread of questionnaire in this research, the researcher need to take a sample of research to be the respondent. So to doing sampling the writer conducted randomly taking part of as many as 102 patients a population of service users maternity hospital in Bukittinggi. Researcher will use convenience sampling as the technique to choice subject. This sample will choose spontaneities factor. Its mean that researcher will take every hospital that meet as the sample but that companies must be fulfil the criteria of sample.

Criteria of sample :

- Uses service of maternity hospital in Bukittinggi like pregnancy check-up, childbirth, and infant care

3.3 Conceptualization and Operationalization of Variables

A variable is anything that can take on differing or varying value. The value can differ at various times for the same object or persons, or at same time for different objects or persons (Sekaran, 2003). There are four main types of variable: dependent variable, independent variable, intervening variable, and moderating variable. In this research writer will use two variables: dependent variable and independent variable

3.3.1 Dependent Variable

The dependent variable is the variable of primary interest to the researcher. The researcher's goal is to understand and describe the dependent variable or to explain its variability or predict it (Sekaran, 2003). That will be the dependent variable in this research is Patient Loyalty.

3.3.2 Independent Variables

An independent variable is one that influences the dependent variable in either a positive or negative way. That is, when the independent variable is present, the dependent variable is also present and with each unit of increase in the independent variable, there is an increase or decrease in the dependent variable also (Sekaran, 2003). That will be the independent variables in this research are Service Quality and Hospital Image.

3.4 Operational Definition

Operational definition is a process for identification of an object by distinguishing it from its background of empirical experience. In this research the operational definition refers to the variables measurement and items of each variable. Operational definition describes the definition of each variable in this research. Operational Definition is a concept to render it measurable by looking at the behavioural dimensions, facets, or properties denoted by the concept. These are consisting of observable and measurable elements (Sekaran, 2003). There are three variables: service quality, hospital image and patient loyalty. Each variable consists of items which directly used became research questions.

Table 3.1

Operational Definiton

Variable	Definition	Indicator	Source
Service Quality	The difference between customers expectations and perception of services delivered by service firms	<ul style="list-style-type: none"> - Reliability (Carrying out of the services right at the first time, precision and accuracy of doctor diagnosis, check-up service by doctors and nurses - Responsiveness (Providing services at appointed time, willingness of personnel to help patient, rapid action when the patient requires) - Empathy (Polite and friendly dealing of personnel with patients, understanding specific need of patients) - Tangible (Clean and comfortable environment of the hospital, good physical appearance hospital) - Assurance (Paramedics knowledge of the patient's illness, paramedic skill when working) 	<i>Arun, Manjunath, and Chetan (2012)</i>

Hospital Image	A perception of a brand held in customer memory and reflecting a customer's overall impression	<ul style="list-style-type: none"> - The hospital provides a solution to my expectations - Usage of the hospital is effective to my need than other brands 	<i>Stephen and Maznah (2007)</i>
Patient Loyalty	deeply held commitment to rebuy a preferred product or service consistently in the future.	<ul style="list-style-type: none"> - I often tell positive things about the hospital to other people - I recommend my family, friend, and relatives about the hospital - I shall continue to use service the hospital 	<i>Mohfan and Nawaz (2011)</i>

3.5 Measurement Variables

The measurements of element that used in this research were adopted and developed based on established existing variables from previous studies. Rating scales of this research are questionnaire's questions based on Likert's Scales where they are designed to examine how strong the subjects agree or disagree with the statements on a 5-point scale (Sekaran, 2003). The anchors are:

Table 3.2

Likert's Scale

No	Scale	Score
1.	Strongly Agree (SA)	5
2.	Agree (A)	4
3.	Neutral (N)	3
4.	Disagree (D)	2
5.	Strongly Disagree (SD)	1

Source: Sekaran, 2003

3.6 Data Collection Method

In this researcher, researcher will use primary data to get the result. The data will get directly from questionnaire that share to correspondent.

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. The primary data researcher use to identify the influence of service quality and hospital image to patient loyalty of maternity hospital in Bukittinggi.

3.6.1 Questionnaire

The questionnaire will distributed by doing convenience sampling to patient in maternity hospital in Bukittinggi. The questionnaire will share base on the criteria of sample. In this research researcher will use three previous questionnaires from authors. Service quality is measured by 12 questions from Arun, Manjunath, and Chetan (2012) journal that divided into five categories, they

are : assurance, tangible , empathy , responsiveness , and reliability. Variable of hospital image was measured by 2 questions that adopted by Stephen and Maznah (2007) journals. And variable of patient loyalty measured by 3 questions that adopted by Stephen and Maznah (2007) journals.

3.7 Data Analysis Method

This method is a statically analysis tools to test the influence of service quality and hospital image on patient loyalty in maternity hospital in Bukittinggi. Correlation analysis also use to see how strong the relationship between dependent, and independent variable. The tool that use by researcher to test this research is IBM SPSS Statistic 20.

Analyzing the data to describe conclusion for each variable used central tendency base on average Mean for each answers

Entirely all variable categorize by:

Mean < 2 not implement yet

Mean $2 - 3.25$ less implemented

Mean $3.25 - 4.5$ implemented well

Mean > 4.5 implemented yet

3.7.1 Data Processing

The gathered data is processed through some steps that consist of

- a) Editing, that is checking every gathered questionnaires to make data isolated, completely, clear and correct.

- b) Coding, it is give code from each gathered data, in each question in questionnaire with a purpose to facilitate data processing.
- c) Data inputting is placing data into data editor at, Excel, SPSS and SmartPLS program
- d) Data processing is processing data at Excel, SPSS and SmartPLS program

3.7.2 Respondent Description

In this research, researcher will enter the data of respondent with using IBM SPSS Statistic 20, here researcher will categorize the respondent base on their personal identity, such as: their age, eduaction, job and revenue. From the result of measurement data will get percentage and frequencies of data respondent.

3.7.3 Validity and Reliability Test

Validity test is purposed to establish the goodness of measurement, whether we are measure the right thing or not. Homogeneity from each item of all variable is < 0.5 that is deemed valid and strong construct (Sekaran, 2003). According to (Ghozali, 2001) validity test is a tool which is used to measure validation of questioner. Questioner is valid if the range is more than 0.5 question of questioner can describe something that will be measured by questioner. This validity test will get from program SmartPLS (Partial Least Square).

Reliability testing is purposed to see how well the items measuring a concept hang together as a set, while validity testing mostly used to measure the accuracy of one item in a questionnaire or scale, whether item in that

questionnaires was appropriate in measuring what we want to measure. Reliability according to Ghazali (2001) is measuring instrument to measure a questioner which represent indicator of construct variable. Reliability will test to valid question only. The formula that use to test reliability is *composite reliability* if the value greater than 0.7 so all question is reliable.

3.7.4 Analysis Structural Model / Test Hypothesis

Analysis *Structural Equation Modeling* (SEM) with program SmartPLS has purpose to test the research model and test the hypothesis in this research. Result of this analysis can give answer problem in this research. In next step will get *coefficient path* to identify the relationship and influencing of independent variable to dependent variable

CHAPTER IV

Analysis and Result

4.1 Survey Result

In the previous chapter researcher has explain the purpose of this research is to analyse the influence of service quality and hospital image on patient loyalty in maternity hospital in Bukittinggi. To answer that question researcher collect information with distribute questionnaire in maternity hospital that include to criteria of research. Questionnaire was distributed of maternity hospital that exists in Bukittinggi. Researcher already distributed 102 questionnaires. It can be seen in Table 4.1 as followed:

Table 4.1
Survey Result

Survey	Number of Questionnaire
Distributed	102
Returned	102
Returned blank or missing	2
Analyzed	100

Source: Processed from questionnaire by using SPSS

4.2 Questionnaire Response

Researcher already collects the data from 102 questionnaires that fulfill by respondent, all questionnaire that distribute has gave back to researcher. But just 100 questionnaire can used in this research, because two data from respondent is blank. After checking all of questionnaires, researcher will continue to analyse the questionnaires because the respondents already answer all of item of questions. In details, this chapter will explain about the review of respondent descriptive, analysis and the impact of relationship between variables and testing, hypothesis and discussion.

4.3 Descriptive Analysis

The purpose of descriptive analysis is to describe the characteristic of the respondents include age, last education, job and revenue, and also to describe the respond of respondents about questions that researcher make in questionnaire, which consist of 17 questions, 12 points of service quality, 2 points of hospital image, and the last 3 point of patient loyalty.

4.3.1 Respondent Characteristics based on Age

From Table 4.2 the respondents are grouped based on age. We can see that the result data processing characteristic of responding most 62% is the woman that aged between 20 years – 30 years. This is caused to pregnant women productive age are at the age between 20-30 years. And the other frequencies is less than 20 years is 23% and more than 30 years is 15 percent.

Table 4.2
Respondent Characteristic based on Age

Range of Age	Frequency	Percent (%)
< 20	23	23%
20-30	62	62%
>30	15	15%
Total	100	100%

Source: Processed from questionnaires using SPSS

4.3.2 Respondent Characteristics Based on Last Education

Based on questionnaire's result, the majority of respondents who filled the questionnaires are graduated of Senior High School are 42%. It can be connected many women who have married after they graduated from senior high school without continuing higher education. And for other percentage bachelor 25%, 15% graduated of Diploma, 11% of Junior High School, and the last 7% to others, its mean that other less than Junior High School, Senior High School, Diploma and Bachelor. It can be seen in Table 4.3

Table 4.3
Respondent Characteristics based on Education

Degree	Frequency	Percent (%)
Junior High School	11	11%
Senior High School	42	42%
Diploma	15	15%
Bachelor	25	25%
Other	7	7%
Total	100	100%

Source: Processed from questionnaires using SPSS

4.3.3 Respondent Characteristics Based on Job

In this part researcher will show some data in a table about the presentation of respondent base on job. From the result questionnaire in Table 4.4 found that from 100 respondents, the majority of respondents who filled the questionnaires of house wife are 34%. Because many women who prefer to be housewives than working out, because she wanted to give his full attention to her family. The percentage of other respondents in this research is other jobs 20%, Private Employee 19%, Enterpriser 16%, and the percentage Civil Servant 11%. To be more clearly can be seen in Table 4.4

Table 4.4
Respondent Characteristics Based on Job

Job	Frequency	Percent (%)
Civil Servant	11	11%
Private Employee	19	19%
Enterpriser	16	16%
House Wife	34	34%
Other	20	20%
Total	100	100%

Source: Processed from questionnaires using SPSS

4.3.4 Respondent Characteristics Based on Revenue

In this part researcher will show some data in a table about the presentation of respondent base on their revenue. From the result questionnaire in Table 4.2 found that from 100 respondents, the majority of respondents who filled the questionnaires of that have revenue about Rp 1.000.000 – Rp 2.000.000 are 53%. This can be attributed to the many women who after marriage became a

housewife, and generally getting out of her husband's income or other income. The percentage of other respondents in this research who have revenue more than Rp 2.000.000 is 35%, and who have revenue less than Rp 1.000.000 is 12%. To be more clearly can be seen in Table 4.5

Table 4.5
Characteristic Respondent Based on Revenue

Average Revenue /Month	Frequency	Percent (%)
< Rp 1.000.000	12	12%
Rp 1.000.000 – Rp 2.000.000	53	53%
> Rp 2.000.000	35	35%
Total	100	100%

4.4 Descriptive of Items Respond Each Variables

4.4.1 Descriptive of Respond to Service Quality

In this research will explain result of research influence of service quality to patient loyalty. In this step will explain each indicators question of questionnaire. To see how respond of respondent about their focus to service quality, which base on Kumar, Manjunant, and Chethan divided into five: focus to reliability, focus to responsiveness, focus to empathy, focus to tangible and assurance. Researcher here will show the respondents opinion for each indicator.

Table 4.6
Descriptive of Respond to Service Quality

No	Items	frequency					total	Mean
		SD	D	N	A	SA		
1	Carrying out of the services right at the first time	3	7	11	38	41	100	4,07
2	Precision and accuracy of doctor diagnosis	4	16	31	29	20	100	3,45
3	Checkup service by doctors and nurses	4	6	19	38	33	100	3,90
4	Providing services at appointed time	1	7	13	44	35	100	4,05
5	Willingness of personnel to help patient	2	3	12	40	43	100	4,19
6	Rapid action when the patient requires	3	10	11	29	47	100	4,07
7	Polite and friendly dealing of personnel with patients	3	7	10	35	45	100	4,12
8	Understanding specific need of patient	4	7	18	38	33	100	3,89
9	Clean and comfortable environment of the hospital	2	6	10	41	41	100	4,13
10	Good physical appearance hospital	2	6	11	48	33	100	4,04
11	Paramedics knowledge of the patient's illness	5	13	11	36	35	100	3,83
12	Paramedic skill when working	2	5	19	34	40	100	4,05

Source: Processed from questionnaires using SPSS

From data in table 4.6 can show that majority of respondent choice agrees and strongly agrees for each question. Only in the second question many respondent answer neutral, it means that the patient not really get satisfaction in

precision and accuracy of doctor diagnosis. Table 4.6 above show the mean value conclude that all indicator was implemented well because the indicators was greater than 3.25 and less than 4.5.

This data can conclude that maternity hospital in Bukittinggi increase their service quality with increasing quality of reliability, responsiveness, empathy, tangible, and assurance for patient.

4.4.2 Descriptive of Respond to Hospital Image

To see how respond of respondent about their focus to hospital image. Researcher will show how respondent answer each question in variable hospital image.

Table 4.7
Descriptive of Respond to Hospital Image

No	Items	Frequency					Total	Mean
		SD	D	N	A	S A		
1	The hospital provides a solution to my	3	4	10	56	27	100	4,00
2	Usage of the hospital is effective to my need than other brands	3	6	16	54	21	100	3,84

Source: Processed from questionnaires using SPSS

From the data in table 4.7 can showed that majority of respondent choice agrees and strongly agrees for each question. This data can conclude that the image of maternity hospital in Bukittinggi have the good respond from the patient. The mean value also show that all indicator was greater than 3.25 and less

than 4.5 it's mean that those indicators was implementation well by maternity hospital in Bukittinggi

4.4.3 Descriptive of Respond to Patient Loyalty

To see how respond of respondent about their loyalty in maternity hospital, researcher will show how respondent answer each question in variable patient loyalty in table 4.8

Table 4.8
Descriptive of Respond to Patient Loyalty

No	Items	Frequency					Total	Mean
		SD	D	N	A	SA		
1	I often tell positive things about the	4	11	12	40	33	100	3,87
2	I recommend my family, friend, and relatives about the hospital	3	7	11	38	41	100	4,07
3	I shall continue to use service the	4	3	10	42	41	100	4,13

Source: Processed from questionnaires using SPSS

From data in table 4.8 show that majority of respondent choice agrees and strongly agrees for each question. This data can conclude that loyalty of patient maternity hospital in Bukittinggi so high. From the mean value conclude that all indicator was implemented well because the indicators was greater than 3.25 and less than 4.5.

4.5 Analysis of Data

This research uses SmartPLS standard procedure for analyzing data. PLS developed first by Wold as a general method for estimating path models using latent constructs with multiple indicators. It uses a two-step analysis. The

first step, the measurement model to test validity and reliability. In the second step, the model is operated again to test the hypothesis.

At the beginning of the research, the data was inputted into excel format and then transferred in a notepad format. The data is transferred in the form of a notepad should not be there in the blanks. Furthermore, the new data can be processed with Smart PLS.

Before conducting the research, researchers have conducted a pretest questionnaire by taking samples outside the population, which is patient in public hospital Bukittinggi. This is done to determine how well the translation of the questionnaire by looking at the results of validity and reliability. The number of samples for the pretest questionnaire respondents were 30 patients from a public hospital. After the pretest questionnaire is considered good, and researcher continue to conduct real distribution of questionnaires. The results of both pretest and research analysis are shown in the following section.

4.5.1 Testing of Validity

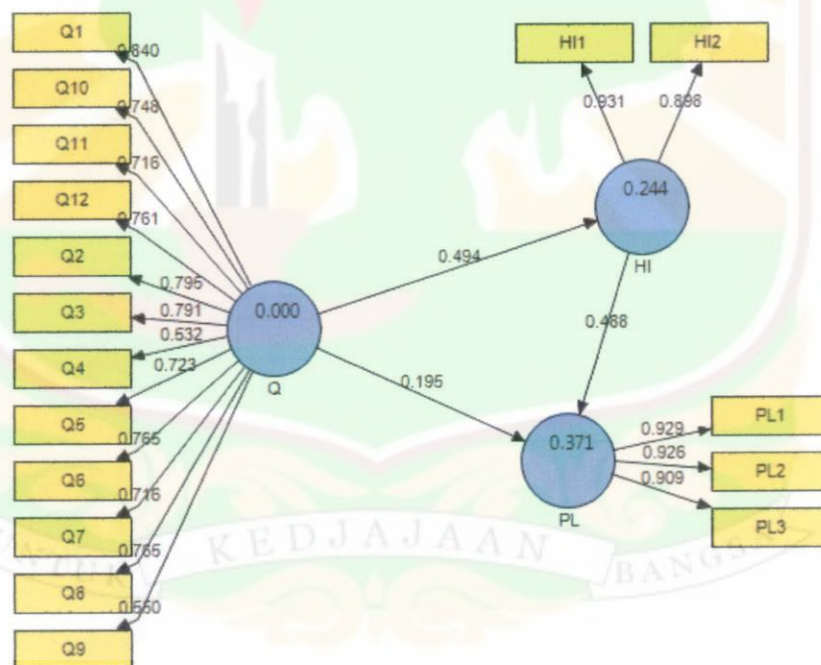
Validity test conducted to see whether it already has a contract value is valid. Hair et al (1998) argued that Validity is concern with how well the concept is defined by measure.

Testing the validity for using reflective indicators of correlation between item scores with a score of constructs. According Ghazali (2008) an indicator is considered valid if it has a correlation value above 0.50. In the results can be seen in the table SmartPLS cross loading. Then testing can be seen with the AVE where values > 0.50 in SmartPLS results can be seen in the table AVE.

Testing with the discriminant validity can be seen in the form of the root of AVE than the correlation between constructs, root criterion $AVE > \text{correlations among constructs}$.

Based on the results of the model between the pretest constructs shown in Figure 4.1, all of indicator has fulfill value of convergent validity variables that have validity value more than 0.5, or more details can be seen in Table Cross Loading.

Picture 4.1
Output Model between Construct Pre-Test



Source: Processed from Questionnaire using SmartPLS

The table below is a table of cross loading pre-test questionnaire that can be showing clearly the value of convergent validity to see the output of the correlation between the indicators and construct.

Table 4.9
Cross Loading Pre Test

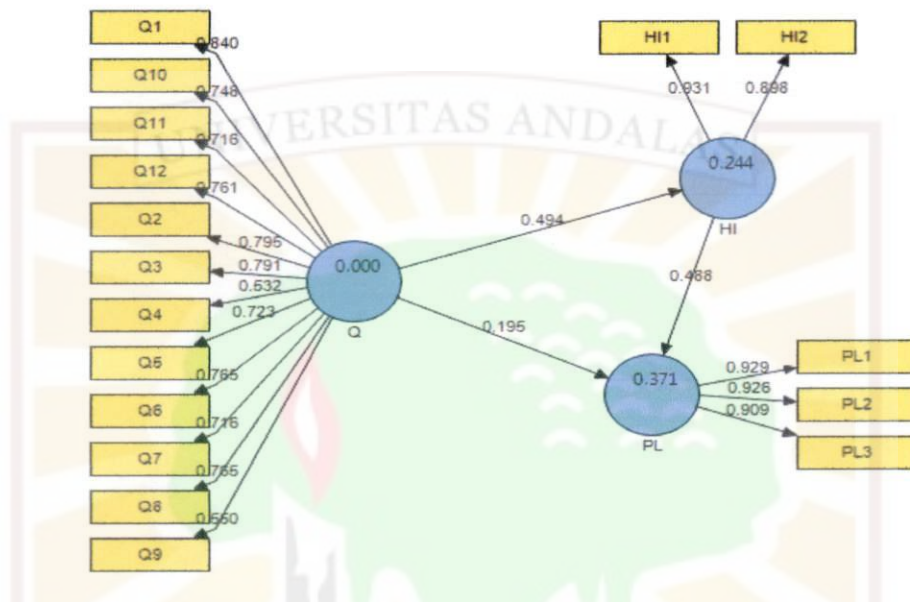
	H	PL	Q
HI1	0,930696	0,513059	0,569193
HI2	0,897818	0,561989	0,312167
PL1	0,548173	0,926444	0,496801
PL2	0,514958	0,927491	0,317733
PL3	0,549919	0,910393	0,373541
Q1	0,333587	0,316889	0,840034
Q10	0,274325	0,042108	0,748395
Q11	0,381671	0,241221	0,716427
Q12	0,525429	0,36376	0,760792
Q2	0,510482	0,51652	0,794588
Q3	0,16533	0,115905	0,790615
Q4	0,293321	0,368367	0,631518
Q5	0,289756	0,51931	0,722978
Q6	0,225618	0,256925	0,764679
Q7	0,198149	0,143663	0,716439
Q8	0,472168	0,185766	0,765001
Q9	0,193857	0,149579	0,650539

Source: Processed from Questionnaire using SmartPLS

In the table Cross Loading above , there is all of indicator variable that does fulfill the criteria values (<0.50). It's mean that the questionnaire can be used and the researcher can doing the research. The next continued to the research to see a comparison of pre-test to the research.

Figure 4.2 below is a model of between construct output SmartPLS at the Beginning

Picture 4.2
Output Model between Construct at Beginning



Source: Processed from Questionnaire using SmartPLS

Comparisons between pretest results with the research, can be seen in the Cross Loading Table 4.10.

Table 4.10
Cross Loadings Beginning

	HI	PL	Q
HI1	0.935751	0.748459	0.758898
HI2	0.893270	0.633770	0.546511
PL1	0.685666	0.925658	0.742921
PL2	0.727364	0.932476	0.728840

PL3	0.656373	0.860898	0.562100
Q1	0.727364	0.932476	0.728840
Q10	0.585244	0.538243	0.786163
Q11	0.632858	0.613511	0.846903
Q12	0.572686	0.500109	0.774632
Q2	0.409865	0.315781	0.479229
Q3	0.516128	0.559059	0.824284
Q4	0.423764	0.514599	0.663018
Q5	0.467741	0.531646	0.715483
Q6	0.519807	0.487532	0.759424
Q7	0.505054	0.535674	0.794706
Q8	0.554751	0.484217	0.783649
Q9	0.488421	0.512844	0.826066

Source: Processed from Questionnaire using SmartPLS

There is an indicator variable that does not fulfill the criteria values (<50), which is an indicator variable of service quality

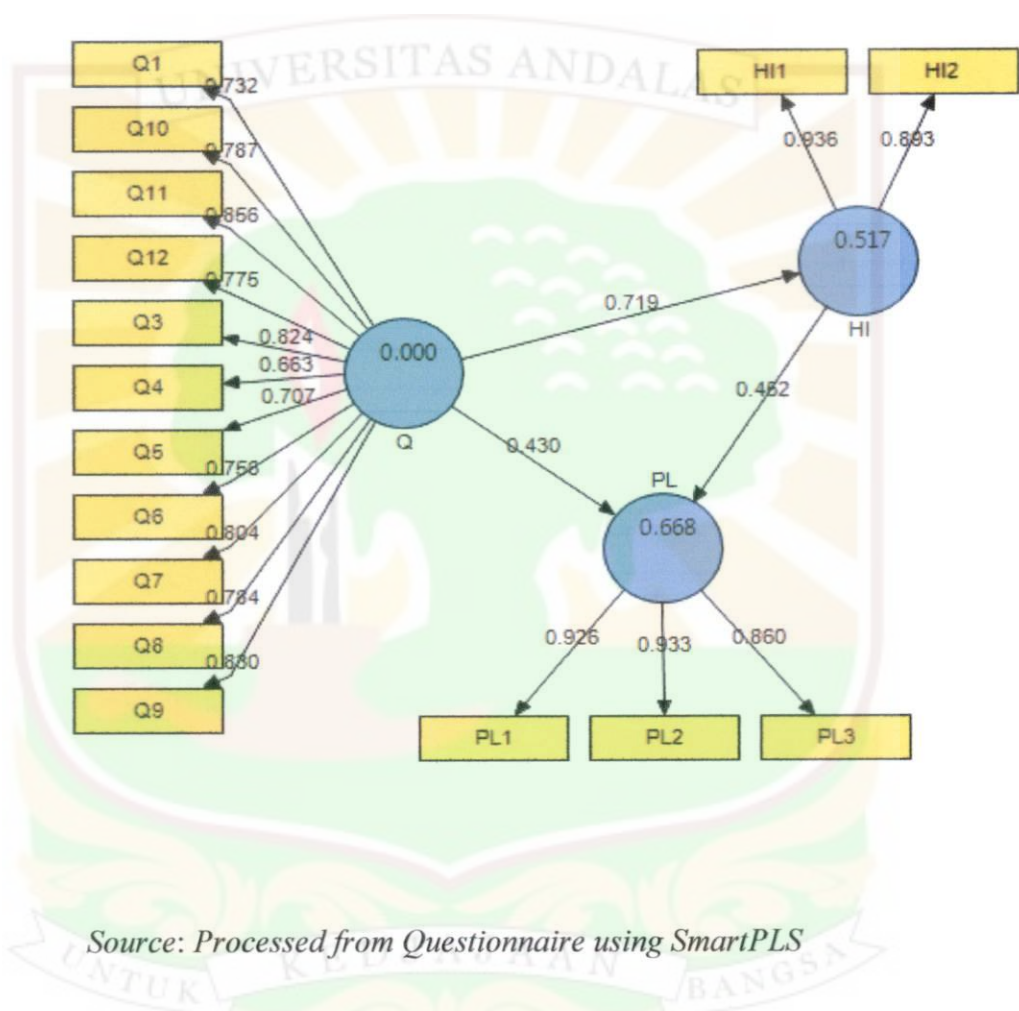
Table 4.11
Variable Indicator with Low Convergent Validity Factor

Variable	Code	Indicator	Convergent Validity
Service Quality	Q2	Precision and accuracy of doctor diagnosis	0,479229

Source: Processed from Questionnaire using SmartPLS

The indicator variable is dropped from the analysis because it has a low value of convergent validity. Furthermore, the model re-estimation in the drop indicator, SmartPLS output results can be seen as follows:

Picture 4.3
Output Model between Construct After Revision



After the revised the model between the constructs, the results have met the convergent validity because of factors loading is above 0.60. Measurement discriminant validity can be seen in the cross loading, and loading score and AVE (> 0.50) between the construct indicators. Discriminant validity indicators can be seen in cross loading between the construct indicators, the following output SmartPLS:

Table 4.12
Cross Loading After Revision

	HI	PL	Q
HI1	0.935613	0.748482	0.751552
HI2	0.893445	0.633715	0.542579
PL1	0.685607	0.925991	0.747925
PL2	0.727338	0.932691	0.732499
PL3	0.656350	0.860250	0.557374
Q1	0.727338	0.932691	0.732499
Q10	0.585223	0.538339	0.786716
Q11	0.632750	0.613874	0.856241
Q12	0.572613	0.500269	0.774525
Q3	0.516017	0.559302	0.823905
Q4	0.423719	0.514570	0.663360
Q5	0.467649	0.531550	0.707349
Q6	0.519691	0.487963	0.755695
Q7	0.504995	0.535797	0.804268
Q8	0.554745	0.484289	0.784496
Q9	0.488319	0.513195	0.830334

Source: Processed from Questionnaire using SmartPLS

The lowest factor loading is SQ4 with value 0.6633. It means that all item of all variable is valid and significant. In table 4.9 above was show the value of cross loading of each indicators.

Cross loading useful to identify whether each indicator has significant *discriminant validity* or not. *Cross loading* may be obtained by calculating the correlations between component scores and indicators associated with other reflective constructs. If an indicator has higher correlation with another latent variable instead of the associated latent variable, its position should be reconsidered in the model. Therefore, each indicator has to be more related to its construct than another one in the same model.

From table above can conclude that indicators of each constructs have *convergent validity* value higher than 0.50. And also value of *cross loading* has show *discriminant validity* is good.

Table 4.13
Average Variance Extract

	AVE
HI	0.836808
PL	0.822467
Q	0.602776

Source: Processed from Questionnaire using SmartPLS

The other method to measure value of *discriminant validity* is with comparing *Square Root of Average* (AVE) for each constructs with correlation between construct with another construct in that model. Model has enough *discriminant validity* if the root value of AVE of each construct greater than correlation between construct and another construct such as table 4.14 below

Table 4.14
Latent variable correlation

	HI	PL	Q
HI	0.914772		
PL	0.761105	0,906899	
Q	0.719246	0.754780	0,776386

Description: Diagonal is the result of the root AVE

Source: Processed from Questionnaire using SmartPLS

If root values of AVE greater than correlation between other construct, can conclude that construct has validity is good and significant. So each construct has high validity, it can seen from root value of AVE greater than correlation value between other construct.

4.5.2 Testing of Reliability

Reliability is intended to measure the extent to which a variable or set of variables is consistent in what is intended to measure (Hair et al. 1998). Reliability has differ view with validity testing, while validity relate to how an items is measure and reliability measure the evidence of consistency of the research instruments, it refer to degree to which same value will be returned if measure it again on other occasion.

The purpose of using reliability test is related with accuracy, stability and consistency. Reliability test is the instrument which able to explain the symptom of group. For determining the reliability, test reliability does with see value *composite reliability* from table indicator measuring that construct. Base on

Gozali (2008) result of *composite reliability* will show very good / very reliable if the value greater than 0.7. Below is *composite reliability* that calculates with SmarPLS.

Table 4.15
Composite reliability

	Composite Reliability
HI	0.911112
PL	0.932797
Q	0.943216

Source: Processed from Questionnaire using SmartPLS

Table above show that value of *composite reliability* for all construct is greater 0.7 it means that all construct in the model has fulfilled criteria (reliable).

4.5.3 Test Structural model

After estimated the model and has fulfilled the criteria *outer model*, next step that must be doing is test the structural model (Inner Model). In table below will show R-Square on the construct service quality and hospital image to patient loyalty and also construct of service quality to hospital image

Table 4.16

R-Square

	R Square
Q	
HI	0.517314
PL	0.668360

Source: Processed from Questionnaire using SmartPLS

Table 4.16 gave values 0.6684 to construct patient loyalty, it means that service quality and hospital image can explain patient loyalty in maternity hospital 66.84%, another 33.16% influence by another factors that not discus in this research. And ability of service quality to influence hospital image is 51,73% another 48.27% influence by another factors that not discus in this research. More higher value of R-Square higher the ability of independent variable to explain dependent variable.

4.5.4 Test Hypothesis

To test the hypotheses, a structural model was built using the SmartPLS program. The path coefficients are produced using a bootstrapping procedure. A variable is significant if T-statistic that shows is greater than T-table (1.96).To get result of test hypotheses researcher use 100 sample from service user of maternity hospital in Bukittingi, the result of hypotheses show by table 4.17 below

Table 4.17**Hypothesis Testing**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T-Test (O/STERR)
Hospital Image → Patient Loyalty	0.453957	0.448052	0.107425	0.107425	4.225.815
Service Quality → Hospital Image	0.725706	0.723698	0.061765	0.061765	11.749.555
Service Quality → Patient Loyalty	0.423312	0.423711	0.107001	0.107001	3.956.138

Source: Processed from Questionnaire using SmartPLS

Test between construct and another constructs was show that construct of *service quality* and *hospital image* to *patient loyalty* has significant influence with T-test greater than T table 1.96 (T-test > T-table 1.96).

4.6 The Influence of Service Quality to Patient Loyalty

This research is test the influence of service quality to patient loyalty. This research was does of maternitiy hospital in Bukittinggi. From table 4.14 can see that hypothesis is significant.

Hypothesis 1 significant, there are significant relationships between service quality and patient loyalty because T-test (3.956) greater that T-table (1.96). It means that quality of service has positive influence to loyalty of patient in maternity hospital.

The result supported by Mardeen & Stevenson research. The research showed that besides the quality of services significantly influence customer satisfaction, customer satisfaction significantly influence loyalty, it turn out, the quality of service also directly affect of loyalty. And also supported by

another research, where the result of the research showed a strong relationship if the nurses were satisfied in their work, then they will provide a better service to patients, who eventually patients will feel satisfied and will result loyalty of patient. Base on Parasuraman (1985) service quality is the difference between customers expectation and perception of services delivered by service firms. Previous studies indicated that service quality has a significantly positive impact on loyalty. When products or services exceed the expectations of customers, their repurchase intention will increase. The excellent service quality contributes to customer retention and loyalty. In the health care context, Boshoff and Gray (2004) verified a positive relationship between service quality and loyalty as measured by buying intentions. Service quality perceived by a patient will affect patient loyalty. So that by increasing the quality of service of hospital is getting better, so customer loyalty to patient will be create. The first hypothesis describe as follow :

Hypothesis 1 : There is significant relationship between service quality and patient loyalty of maternity hospital in Bukittinggi

4.7 The Influence of Service Quality to Hospital Image

Second hypothesis accepted. There are significant relationships between service quality and hospital image. It shows from T-test of hospital image greater than T-table ($T\text{-test } 11.750 > T\text{-table } 1.96$).

Brand image was viewed as an important factor in the service evaluation (Bitner, 1991). There is ample evidence that image significantly affects customers' evaluative judgments such as perceptions of quality. This result, supported by Bloemer et al. (1998) investigated the image related issues in banks

and pointed out that a positive brand image of a bank significantly improves perceived service quality. That is, brand image is a critical determinant of service quality. Translated to the health care context, it is likely that a favourable hospital brand image increases service quality perceived by a patient.

Hypothesis 2: There are significant relationships between service quality and hospital image of maternity hospital in Bukittinggi

4.8 The Relationship between Hospital Image and Patient Loyalty

The third hypothesis accepted. There are significant relationships between hospital image and patient loyalty. It shows from T-test that has greater value than T-table ($T\text{-test } 4.226 > T\text{-table } 1.96$).

The result supported research by Kim and Lee which the result of this research show that corporate image, brand awareness, service price, and service quality are strong antecedents for establishing customer loyalty. Apparent from preceding studies that brand image has direct and/or indirect positive effects on loyalty or behavioural intention. Merrilees and Fry (2002) discovered that brand image has a direct effect on loyalty. Davies and Chun (2002) found, in contrast, that brand image has an indirect influence on loyalty via customer satisfaction. Moreover, brand image could have both direct and indirect effects on loyalty. Nevertheless, brand image can be certainly viewed as a predictor of customer loyalty. Thus, in the hospital context, a positive hospital brand image appears to stimulate patient loyalty. The third hypothesis can describe as follow :

Hypothesis 3: There is significant relationship between hospital image and patient loyalty of maternity hospital in Bukittingg

CHAPTER 5

CONCLUSION, IMPLICATIONS, LIMITATIONS, AND RECOMMENDATIONS

5.1 Conclusion

This research uses three variables, there are service quality, image hospital, and patient loyalty. The research was conducted distributing questionnaires to 100 pregnant womens who use the services maternity hospital in Bukittinggi. The data in this research processed using Microsoft Excel, SPSS 20.00 for windows, and SmartPLS.

As has been described in previous chapters, there are three hypothesis proposed in this research and the results of the analysis showing that the three hypothesis are positive (proven), that hypothesis is the answer to the research question the proposed in this research. Based on the results of testing SEM (structural equational modeling) with software SmartPLS concluded that:

1. Service quality has significant influence on patient loyalty of maternity hospital in Bukittinggi. Service quality is measured by the indicator: tangible, reliability, responsiveness, assurance, and empathy contribute their significant impact on patient loyalty in the field of hospital services. It can be concluded that there is significant influence between service quality on patient loyalty of maternity hospital in Bukittinggi. It means that, the higher the quality of services provided, the higher the loyalty of the patient to use the services of maternity hospital in Bukittinggi

2. Service quality has significant influence to hospital image of maternity hospital in Bukittinggi. Service quality is measured by the indicator: tangible, reliability, responsiveness, assurance, and empathy contribute their significant impact on the image in the field of hospital services. It can be concluded that there is significant influence between the service quality to hospital image of maternity hospital in Bukittinggi. It means that, the higher the quality of services provided, the better image obtained hospital.
3. Hospital image has significant influence to patient loyalty of maternity hospital in Bukittinggi. It can be concluded, the better the image of a hospital on one's perspective, the higher the hospital's loyal person uses.

Because of that, service quality of a hospital need to be improved for better services, in order to create a good image of society and the creation of re-use the services of the hospital. Because if a good services, it will be higher the person's interest to re-use the service or recommend it to others

5.2 Implication of Research

The results of the research, can be developed into a strategy that can increase patient loyalty maternity hospital in Bukittinggi in order to continue to well developed. Party hospitals should consider factors that can influence patient loyalty, service quality, and the image of the hospital

This research also has practical implications because it can be used as inputs to other hospitals especially maternity hospital in Bukittinggi in an effort to increase customer loyalty in the future. Parties hospital also focuses on dimensions that affect customer loyalty that service quality and image hospital

5.3 Limitation of Research

- This research only using 102 respondent from the maternity hospital in Bukittinggi
- This research only tested the maternity hospital patients in Bukittinggi. Thus the results and managerial implications of this research may not be completely accurate when applied to hospitals in other areas. There may be other variables outside of the model research was also influence in the development of service quality, hospital image and loyalty to another hospital.
- Another limitation this research is the object of research population is very limited so different conditions with objects of different types of industry, other services, and more population can give different results.

5.4 Recommendation

- For the Hospital
The management of the hospital should consider the factors that may influence patient loyalty, service quality, and image hospital
- Some nurses are much less friendly and sometimes serve with emotional, thus giving a negative impression. So the hospital needs to provide counseling and guidance to nurses to provide good service with a sincere intention. By providing good service will create a good image for the hospital
- Some aspects of the quality of service that need to be considered by the maternity hospital in Bukittinggi is the speed and accuracy in providing service, ease of in responding to and resolving complaints of patients

and the availability of medical and non-medical personnel in support services.

- Reduce the convoluted policies, so that the patient does not feel complicated, with the hope that she would return if one needs treatment.

At least he would recommend to others to using services and provide positive information about the maternity hospital services in Bukittinggi

- For Future Research

- The number of respondents were only 102 respondents, it is recommended for future research to using more respondents, in order to obtain more accurate results.
- This research only used three variables, ie service quality, image hospital, and patient loyalty. It is recommended for further research in order to increase the number of research variable to obtain better results. And also can be done on a different service industries

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APPENDICES

APPENDIX 1

QUESTIONNAIRE RESEARCH

Dear Respondents,

Please willingness mother / sister to fill in this questionnaire. We were UNAND of students who are currently preparing a thesis entitled "The Influence of Service Quality and Hospital Image on Patient Loyalty of Maternity Hospital in Bukittinggi".

Results of this questionnaire will solely use for we were thesis. thank you for your time and cooperation in filling out the questionnaire study. your opinion in answering this questionnaire will provide a valuable contribution to us as research material

A. Section I

Instructions: Choose the best answer by checking: [√].

Age : ☐ <20 Years ☐ 20 – 30 Years
☐ >30 Years

Last Education : ☐ Junior High School ☐ Diploma
☐ Senior High School ☐ Scolar
☐ Others

Job : ☐ Civil Servant ☐ Enterpriser
☐ Private Employee ☐ House wife
☐ Others

Revenue /Month: ☐ <Rp 1.000.000 ☐ Rp 1.000.000 -
☐ >Rp 2.000.000 Rp 2.000.000

Section B

Choose the Best Answer by Check list (√)

2.1 Service Quality

a. Reliability

N O	STATEMENT	ANSWER OPTIONS				
		Strongly Disagree	Dissagre	Neutral	Agree	Strongly Agree
1	Carrying out of the service right at the first time					
2	Precision and accuracy of doctor diagnosis,					
3	Checkup service by doctors and nurses					

b. Responsiveness

N O	STATEMENT	ANSWER OPTIONS				
		Strongly Disagree	Dissagre	Neutral	Agree	Strongly Agree
1	Providing services at appointed time,					
2	Willingness of personnel to help patient					
3	Rapid action when the patient requires					

c. Empathy

N O	STATEMENT	ANSWER OPTIONS				
		Strongly Disagree	Dissagre	Neutral	Agree	Strongly Agree
1	Polite and friendly dealing of personnel with patients,					
2	Understanding specific need of patients					

d. Tangible

N O	STATEMENT	ANSWER OPTIONS				
		Strongly Disagree	Dissagre	Neutral	Agree	Strongly Agree
1	Clean and comfortable environment of the hospital,					
2	Good physical appearance hospital					

e. Assurance

N O	STATEMENT	ANSWER OPTIONS				
		Strongly Disagree	Dissagre	Neutral	Agree	Strongly Agree
1	Paramedics knowledge of the patient's illness,					
2	Paramedic skill when working					

2. Hospital Image

N O	STATEMENT	ANSWER OPTIONS				
		Strongly Disagree	Dissagre	Neutral	Agree	Strongly Agree
1	The hospital provides a solution to my expectations					
2	Usage of the hospital is effective to my need than other brands					

3. Patient Loyalty

N O	STATEMENT	ANSWER OPTIONS				
		Strongly Disagree	Dissagre	Neutral	Agree	Strongly Agree
1	I often tell positive things about the hospital to other people					
2	I recommend my family, friend, and relatives about the hospital					
	I shall continue to use service the hospital					

Thanks for the help that has been willing to take the time to fill out our questionnaire

APPENDIX 2

Kuesioner Penelitian

Mohon kesediaan Ibu/ Saudarai untuk mengisi kuesioer ini. Kami mahasiswa Universitas Andalas Padang yang saat ini sedang menyusun tugas akhir yang berjudul “*Pengaruh Kualitas Pelayanan dan Citra Rumah Sakit Bersalin terhadap Loyalitas Pasien*”.

Hasil kuesioner ini semata-mata akan kami pergunakan untuk skripsi. Terimakasih atas waktu dan kerjasama Ibu/Saudari dalam pengisian kuesioner penelitian ini. Opini Ibu/Saudari dalam menjawab kuesioner ini akan memberikan kontribusi yang berharga bagi kami sebagai bahan penelitian.

A. Bagian I

Petunjuk : Beri tanda *check list* (✓) pada kotak yang disediakan.

Umur :	<input type="checkbox"/> <20 Tahun	<input type="checkbox"/> 20 – 30 Tahun
	<input type="checkbox"/> >30 Tahun	
Pendidikan :	<input type="checkbox"/> SMP	<input type="checkbox"/> Diploma
	<input type="checkbox"/> SMA	<input type="checkbox"/> Sarjana
	<input type="checkbox"/> Lainnya	
Pekerjaan :	<input type="checkbox"/> Pegawai Negeri	<input type="checkbox"/> Wiraswasta
	<input type="checkbox"/> Pegawai Swasta	<input type="checkbox"/> Ibu Rumah Tangga
	<input type="checkbox"/> Lainnya	
Pendapatan/Bulan:	<input type="checkbox"/> <Rp 1.000.000	<input type="checkbox"/> Rp 1.000.000 -
	<input type="checkbox"/> >Rp 2.000.000	Rp 2.000.000

II. BAGIAN II

Petunjuk Pengisian : Pilihlah salah satu jawaban yang telah disediakan atas pertanyaan berikut. Beri tanda *check list* (✓) pada kotak yang disediakan.

2.1 Kualitas Pelayanan

a. Keandalan

N O	PERNYATAAN	PILIHAN JAWABAN				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Memberikan layanan yang tepat dari awal					
2	Ketepatan dan keakuratan diagnosis penyakit					
3	Pelayanan pemeriksaan yang tepat					

b. Kesigapan

N O	PERNYATAAN	PILIHAN JAWABAN				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Menyediakan layanan pada waktu yang ditentukan					
2	Kesediaan membantu pasien					
3	Tindakan cepat pada saat pasien membutuhkan					

c. Empati

N O	PERNYATAAN	PILIHAN JAWABAN				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Polite and friendly dealing of personnel with patients,					
2	Understanding specific need of patients					

d. Bukti Nyata

N O	PERNYATAAN	PILIHAN JAWABAN				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Lingkungan klinik yang bersih dan nyaman					
2	Penampilan fisik paramedis klinik yang rapi					

e. Jaminan

N O	PERNYATAAN	PILIHAN JAWABAN				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Pengetahuan paramedis tentang penyakit pasien					
2	Keterampilan paramedis saat melakukan pekerjaan					

2. Citra Rumahsakit

N O	PERNYATAAN	PILIHAN JAWABAN				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Klinik ini memberikan pelayanan sesuai harapan saya					
2	Penggunaan klinik ini lebih efektif sesuai kebutuhan saya daripada klinik lain					

3. Loyalitas Pasien

N O	PERNYATAAN	PILIHAN JAWABAN				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Saya sering menceritakan hal yang positif tentang klinik ini kepada orang lain					
2	Saya merekomendasikan klinik ini					

	kepada keluarga, teman dan relasi saya					
3.	Saya akan terus menggunakan layanan klinik ini					

Terima kasih atas bantuan Ibu/Saudari yang telah bersedia meluangkan waktu untuk mengisi kusioner kami.



Tabulationn of Quetionnare

No	Respondent				Service Quality												Patient Loyalty			Hospital Image	
	Age	Education	Job	Revenue	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	PL1	PL2	PL3	HI1	HI2
1	2	1	5	1	4	4	4	4	5	5	5	5	5	4	4	5	4	4	4	4	4
2	3	1	2	2	4	4	4	4	4	5	5	5	5	5	5	5	4	4	3	5	5
3	2	2	3	1	3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	4	4
4	3	2	4	2	4	4	4	4	4	4	5	5	5	5	4	5	4	4	4	5	4
5	2	2	3	1	4	5	5	4	5	5	4	5	5	4	4	4	3	4	4	4	4
6	2	2	3	2	5	5	5	4	5	5	4	4	5	5	4	4	4	5	4	4	4
7	2	4	1	3	5	4	4	5	5	5	5	3	4	3	5	5	5	5	4	4	3
8	2	2	5	1	1	1	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1
9	2	1	4	2	4	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5
10	2	2	5	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
11	2	2	2	2	5	3	3	2	4	2	4	3	4	4	3	3	4	5	5	4	4
12	2	4	2	3	5	5	3	4	5	5	3	4	4	4	4	4	5	5	5	4	4
13	2	2	3	3	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5
14	3	1	4	1	4	3	5	5	5	5	5	4	5	4	4	3	4	4	5	4	4
15	2	1	2	3	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4
16	3	4	1	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
17	2	3	2	2	3	3	4	4	4	4	5	3	5	4	4	4	3	3	3	3	3
18	3	4	4	1	4	5	4	4	5	5	4	5	4	4	3	3	4	4	4	4	4
19	2	1	3	1	4	5	4	4	5	5	4	2	4	4	3	4	4	4	4	4	4
20	3	2	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
21	2	2	3	1	5	4	3	3	4	5	4	3	4	4	4	3	5	5	5	4	4
22	3	4	1	3	4	4	4	5	5	5	3	3	4	4	5	5	4	4	4	5	4

23	1	1	5	2	5	3	2	4	4	3	4	4	4	5	5	3	4	5	5	4	5
24	2	3	1	3	5	4	4	4	5	5	5	4	4	5	4	4	5	5	4	4	4
25	2	2	5	2	5	4	4	4	4	5	4	4	5	4	4	4	5	5	4	4	4
26	2	2	4	2	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	2
27	2	2	3	2	4	5	5	5	4	4	4	4	5	4	5	5	4	4	4	4	4
28	2	4	5	1	4	4	3	3	3	4	4	4	5	3	3	4	3	4	3	4	4
29	2	2	4	2	2	2	4	2	4	5	5	4	5	5	4	5	2	2	2	3	2
30	2	4	4	2	4	5	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4
31	2	4	1	3	4	4	4	4	5	5	5	5	5	4	4	5	4	4	4	4	4
32	2	4	1	3	4	4	4	4	4	5	5	5	5	5	5	5	4	4	3	5	5
33	2	5	2	2	3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	4	4
34	2	2	3	3	4	4	4	4	4	5	5	5	5	5	4	5	4	4	4	5	4
35	2	2	5	2	4	5	5	4	5	5	4	5	5	4	4	4	3	4	4	4	4
36	2	4	1	3	5	5	5	4	5	5	4	4	5	5	4	4	4	5	4	4	4
37	2	2	5	2	5	4	4	5	5	5	5	3	4	3	5	5	5	5	4	4	3
38	1	2	4	2	1	2	2	4	3	2	1	1	2	2	1	1	1	1	1	1	1
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APPENDIX 4

FREQUENCY OF RESPONDENT CHARACTERISTICS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AGE	100	1,00	3,00	1,9200	,61431
EDUCATION	100	1,00	5,00	2,7500	1,15798
JOB	100	1,00	5,00	3,3300	1,29533
REVENUE	100	1,00	3,00	2,2300	,64909
Valid N (listwise)	100				

Statistics

		AGE	EDUCATION	JOB	REVENUE
N	Valid	100	100	100	100
	Missing	0	0	0	0

AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <20 years	23	23,0	23,0	23,0
20-30 years	62	62,0	62,0	85,0
> 30 years	15	15,0	15,0	100,0
Total	100	100,0	100,0	

EDUCATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Junior High School	11	11,0	11,0	11,0

Senior High School	42	42,0	42,0	53,0
Diploma	15	15,0	15,0	68,0
Scholar	25	25,0	25,0	93,0
Others	7	7,0	7,0	100,0
Total	100	100,0	100,0	

JOB

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Civil Servant	11	11,0	11,0	11,0
Private Employee	19	19,0	19,0	30,0
Valid Enterpriser	16	16,0	16,0	46,0
House Wife	34	34,0	34,0	80,0
Others	20	20,0	20,0	100,0
Total	100	100,0	100,0	

REVENUE

	Frequenc y	Percent	Valid Percent	Cumulati ve Percent
<Rp 1.000.000	12	12,0	12,0	12,0
Valid Rp 1.000.000 - Rp 2.000.000	53	53,0	53,0	65,0
> Rp 2.000.000	35	35,0	35,0	100,0
Total	100	100,0	100,0	

APPENDIX 5

DESCRIPTIVE OF ITEMS RESPOND FOR EACH VARIABLE

SERVICE QUALITY

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q1	100	1,00	5,00	3,5600	1,07609
Q2	100	1,00	5,00	3,4000	1,11916
Q3	100	1,00	5,00	3,9100	1,09263
Q4	100	1,00	5,00	4,0400	,95261
Q5	100	1,00	5,00	4,1900	,93954
Q6	100	1,00	5,00	4,0700	1,14816
Q7	100	1,00	5,00	4,1200	1,07572
Q8	100	1,00	5,00	3,8800	1,09434
Q9	100	1,00	5,00	4,1200	,98760
Q10	100	1,00	5,00	4,0500	,96792
Q11	100	1,00	5,00	3,8200	1,20922
Q12	100	1,00	5,00	4,0500	1,00880
Valid N (listwise)	100				

PATIENT LOYALTY

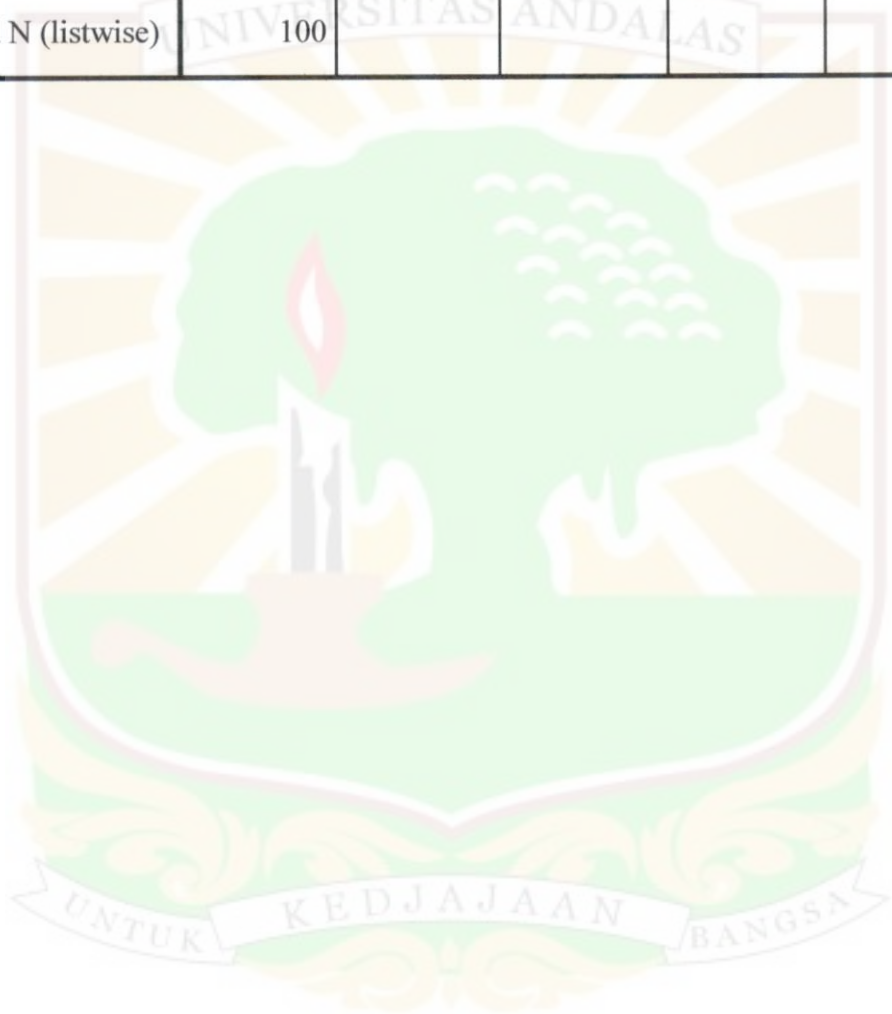
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PL1	100	1,00	5,00	3,9000	1,08711
PL2	100	1,00	5,00	4,0900	,99590
PL3	100	1,00	5,00	4,1600	,93980
Valid N (listwise)	100				

HOSPITAL IMAGE

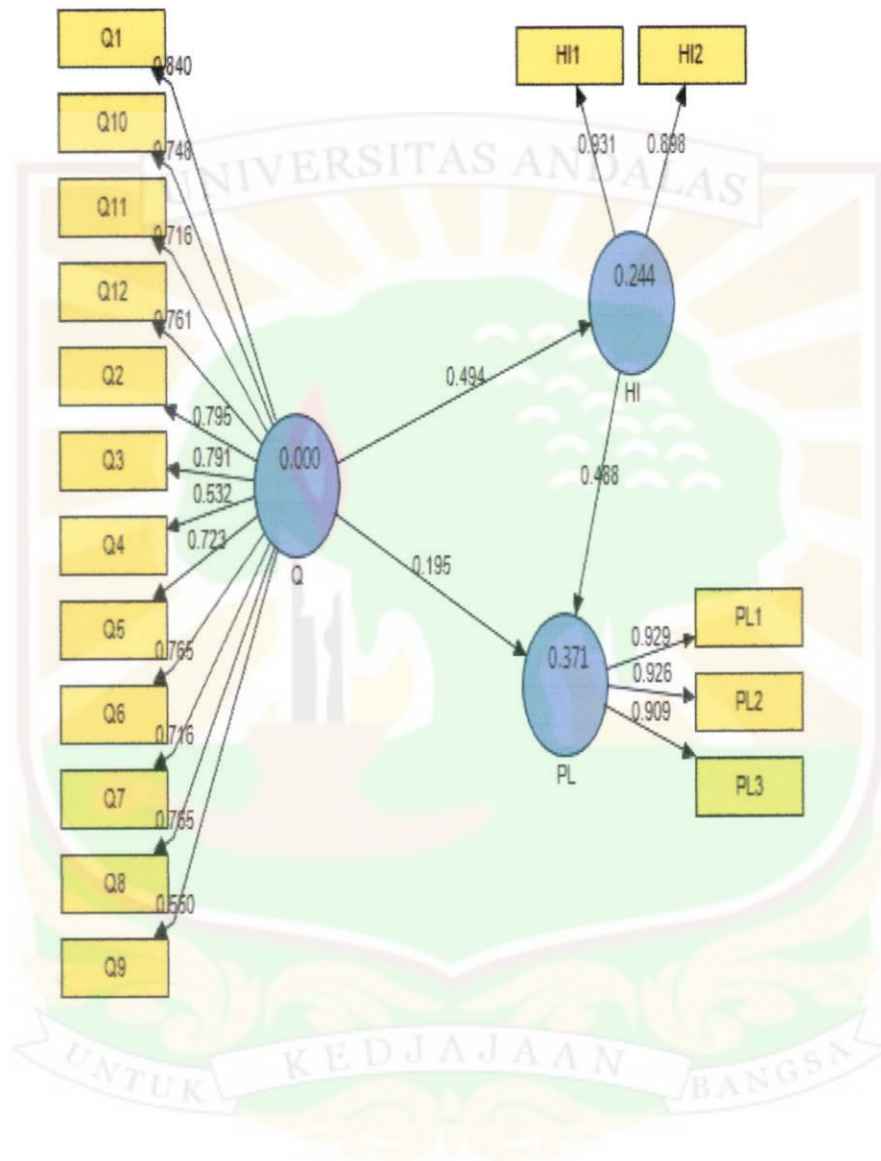
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
HI1	100	1,00	5,00	4,0200	,85257
HI2	100	1,00	5,00	3,8600	,88785
Valid N (listwise)	100				



APPENDIX 6 VALIDITY AND REABILITY

Output Model between Construct PreTest

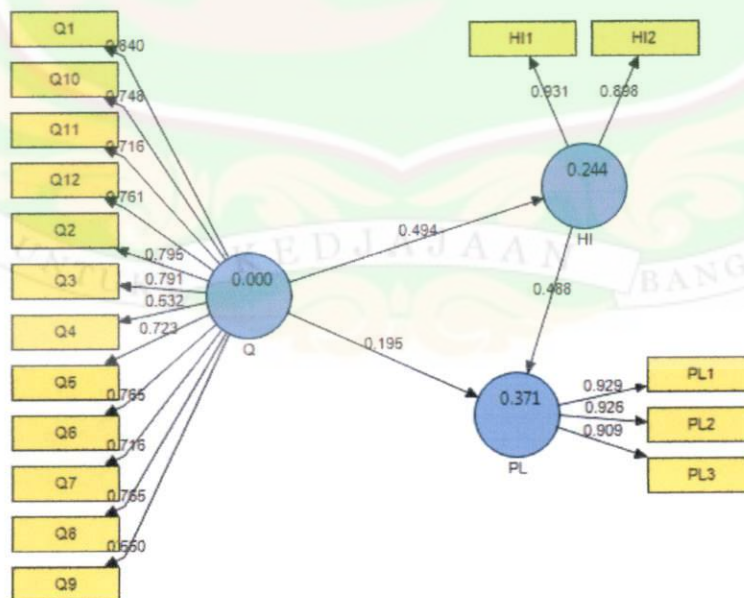


Cross Loading Pre Test

	H	PL	Q
HI1	0,930696	0,513059	0,569193
HI2	0,897818	0,561989	0,312167
PL1	0,548173	0,926444	0,496801
PL2	0,514958	0,927491	0,317733
PL3	0,549919	0,910393	0,373541
Q1	0,333587	0,316889	0,840034
Q10	0,274325	0,042108	0,748395
Q11	0,381671	0,241221	0,716427
Q12	0,525429	0,36376	0,760792
Q2	0,510482	0,51652	0,794588
Q3	0,16533	0,115905	0,790615
Q4	0,293321	0,368367	0,631518
Q5	0,289756	0,51931	0,722978
Q6	0,225618	0,256925	0,764679
Q7	0,198149	0,143663	0,716439
Q8	0,472168	0,185766	0,765001
Q9	0,193857	0,149579	0,650539

Validity 1

Output Model between Construct at Beginning

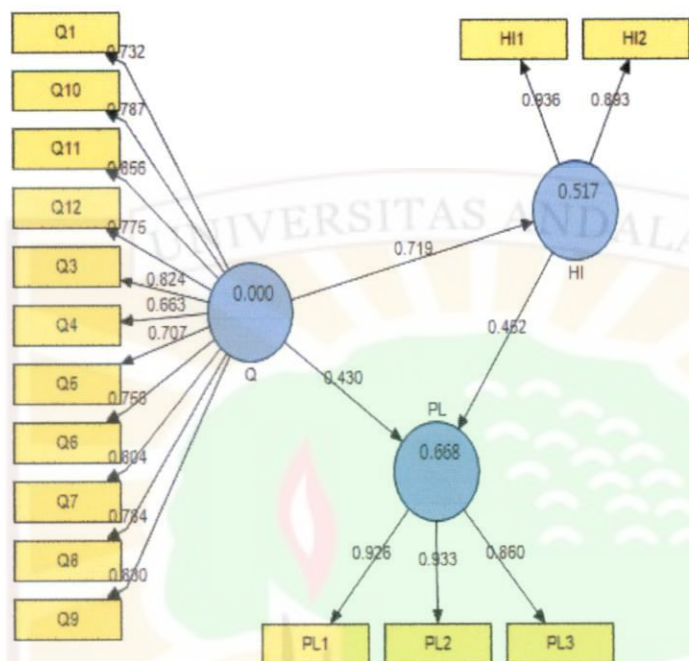


Cross Loading 1

	HI	PL	Q
HI1	0.935751	0.748459	0.758898
HI2	0.893270	0.633770	0.546511
PL1	0.685666	0.925658	0.742921
PL2	0.727364	0.932476	0.728840
PL3	0.656373	0.860898	0.562100
Q1	0.727364	0.932476	0.728840
Q10	0.585244	0.538243	0.786163
Q11	0.632858	0.613511	0.846903
Q12	0.572686	0.500109	0.774632
Q2	0.409865	0.315781	0.479229
Q3	0.516128	0.559059	0.824284
Q4	0.423764	0.514599	0.663018
Q5	0.467741	0.531646	0.715483
Q6	0.519807	0.487532	0.759424
Q7	0.505054	0.535674	0.794706
Q8	0.554751	0.484217	0.783649
Q9	0.488421	0.512844	0.826066

Validity 2 (After Revision)

Output Model between Construct



Cross Loading After Revision

	HI	PL	Q
HI1	0.935613	0.748482	0.751552
HI2	0.893445	0.633715	0.542579
PL1	0.685607	0.925991	0.747925
PL2	0.727338	0.932691	0.732499
PL3	0.656350	0.860250	0.557374
Q1	0.727338	0.932691	0.732499
Q10	0.585223	0.538339	0.786716
Q11	0.632750	0.613874	0.856241
Q12	0.572613	0.500269	0.774525

Q3	0.516017	0.559302	0.823905
Q4	0.423719	0.514570	0.663360
Q5	0.467649	0.531550	0.707349
Q6	0.519691	0.487963	0.755695
Q7	0.504995	0.535797	0.804268
Q8	0.554745	0.484289	0.784496
Q9	0.488319	0.513195	0.830334

Loading and Average Variance Extract

	AVE
HI	0.836808
PL	0.822467
Q	0.602776

Latent variable correlation

	HI	PL	Q
HI	0.914772		
PL	0.761105	0,906899	
Q	0.719246	0.754780	0,776386

Reliability

Composite reliability

	Composite Reliability
HI	0.911112
PL	0.932797
Q	0.943216

R-Square

	R Square
Q	
HI	0.517314
PL	0.668360

Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
HI -> PL	0.453957	0.448052	0.107425	0.107425	4.225.815
Q -> HI	0.725706	0.723698	0.061765	0.061765	11.749.555
Q -> PL	0.423312	0.423711	0.107001	0.107001	3.956.138